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1. A digital data processing method comprising

transforming data from a plurality of databases into resource description framework (RDF) triples,

storing the triples in a data store, and

traversing one or more of the triples in the data store using a genetic algorithms in order to identify data responsive to a query.
2. A method according to claim 1, wherein the transforming step includes transforming data from a plurality of databases of disparate variety.
3. A method according to claim 2, wherein the data is any of marketing, e-commerce or transactional data.
4. A method according to claim 1, wherein the traversing step includes performing a plurality of searches on the data store, each search utilizing a different methodology.
5. A method according to claim 4, wherein the traversing step further comprises comparing results of one or more of the searches.
6. A method according to claim 5, wherein the traversing step further comprises discerning from the comparison one or more of the searches that produce better results and re-performing those one or more searches on the data store with any of additional terms or further granularity.

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7. A method according to claim 1, wherein the storing step includes storing the triples such that related data from the plurality of databases is represented by uniform resource indicators (URIs) in a hierarchical ordering.
8. A method according to claim 7, wherein the RDF triples each have a subject, predicate and object and wherein the storing step includes storing the triples such that through each triple's object that triple's predicate and subject are referenced.
9. A digital data processing method for real-time business visibility comprising
collecting any of marketing, e-commerce and transactional data from a plurality of databases, at least two of which are of disparate variety,
storing the collected data in a schema-less data store.
10. A digital data processing method according to claim 9, comprising
transforming the collected data into resource description framework triples before storing it to the data store.
11. A digital data processing method according to claim 9, wherein the collecting step includes
applying one or more queries to the plurality of databases in order to collect the marketing, e-commerce and transactional data.
12. A digital data processing method according to claim 11, wherein the collecting step includes

applying the one or more queries in accord with a data mining technique.

13. A digital data processing method according to claim 11, comprising

traversing one or more of the RDF triples in the data store using a genetic algorithms in order to identify data responsive to a query.

14. A method according to claim 13, wherein the traversing step includes performing a plurality of searches on the data store, each search utilizing a different methodology.

15. A method according to claim 14, wherein the traversing step further comprises comparing results of one or more of the searches.

16. A method according to claim 15, wherein the traversing step further comprises discerning from the comparison one or more of the searches that produce better results and re-performing those one or more searches on the data store with any of additional terms or further granularity.

17. A digital data processing method comprising

transforming any of marketing, e-commerce and transactional data from a plurality of databases into resource description framework (RDF) triples, where at least two of the databases are of disparate variety,

storing the triples in a data store, and

forming collections from triples in the data store.

18. A digital data processing method according to claim 17, wherein
- the storing step includes storing the triples such that related data from the plurality of databases are related in a hierarchy,
- the forming step includes comparing sequential levels of triples in the hierarchy.
19. A digital data processing method according to claim 17, comprising
- utilizing the forming step to form collections responsive to a query.
20. A digital data processing method according to claim 17, comprising
- utilizing the forming step to reduce data redundancy.
21. A digital data processing method according to claim 17, wherein the storing step includes
- storing any of version numbers, uniqueness identifiers, serial numbers, confidence level, or other adjectival data along with at least selected triples.
- SUB C77 22. A digital data processing method comprising
- transforming any of marketing, e-commerce and transactional data from a plurality of databases into resource description framework (RDF) triples, where at least two of the databases are of disparate variety,

